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IAN'S PIZZA CREATES WISCONSIN'S FIRST LOCAL ARTISAN FROZEN YOGURT

Madison, WI – March 19, 2009..... Just in time for summer, Ian's Pizza debuts the Dairy State's newest artisan product—frozen yogurt made from local, live-culture Sugar River Dairy yogurt and fresh Blue Marble Family Farm milk. Ian's Pizza Head Chef Cindy Gross and Sugar River Dairy's Ron Paris will be talking about their product and serving up samples of their unique and flavorful treat to a select group at Ian's Pizza on 319 N. Frances Street in Madison on Sunday April 19th at 2:30pm.

At a time when everyone along the food chain is experiencing the effects of market forces, Ian's Pizza's shows how local farmers, chefs and consumers can work together to create both delicious and affordable choices that the public wants. Developing relationships with local farmers has allowed Ian's Pizza to build a stable and economically resilient supplier base that is less subject to commodity market variables, and has other benefits as well.

From college students to Capital building employees, Ian's Pizza patrons have responded well to the use of local ingredients. While limiting their environmental impact and contributing to the local economy are important to diners, it's the flavor of a carefully produced and locally-grown item that really sells.

“Since Sugar River Yogurt is so flavorful, we knew it would make an excellent base as we were developing our frozen yogurt,” says Cindy Gross, Head Chef. “Using just their plain yogurt and sugar during the initial testing phase, everyone on staff was blown away by just how good real frozen yogurt can taste. And our employees are definitely some of our toughest critics!”

“Since a big part of our company vision is to lessen the impact we have on the environment, incorporating more locally-produced food into our menu makes a lot of sense to us,” notes Ian Gurfield, founder of Ian's Pizza. “Plus we get to support other area small businesses, and the food just tastes better. Not only that, but we've found that our food costs have, in some cases, actually fallen since we started actively pursuing more Southern Wisconsin-based products.”

As surprising as it seems in the Dairy State, Sugar River Dairy is Wisconsin's only artisan cow's milk yogurt producer and, until now, nobody was making a locally-identified frozen yogurt. “Local

businesses and creative chefs are leading the local food movement because they are creating new items like this one, “ says Rachel Armstrong, coordinator of the Madison-based Buy Fresh Buy Local program.

Chef Cindy Gross has been carefully formulating her recipe and testing batch after batch of real frozen yogurt. “One of the things I’m happiest about, aside from how good it is, is how good for you it is. The yogurt cultures stay alive during the freezing process, so in addition to enjoying a sweet, cool, creamy treat, you also are getting all the benefits of a live-culture yogurt.”

At the April 19th press event, attendees are welcome to experience the local difference themselves with a sample of this handcrafted goodness. Ian’s Pizza has long been buying high quality meats, as well as seasonally-available produce, from local farmers. During the yogurt-tasting, guests will also be able to purchase slices of their unique pizzas if they would like a late lunch or early dinner.

The yogurt will be available in 8oz portions beginning Monday, April 20th, at the Ian’s Pizza by the Slice on Frances St . It will always be available in vanilla along with a specialty flavor that will change weekly.

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Photo opportunities are available April 19th. A high-resolution image of Ian’s Pizza logo is available upon request.